

PRESENTENSE

AUGUST 2003

the newsletter for CAP public affairs officers



CIVIL AIR PATROL
STRATEGIC COMMUNICATIONS

INSIDE

PA SEMINARS

It's your last chance to sign up for CAP's annual conference in Las Vegas so that you, too, can attend the user-friendly seminars sponsored by headquarters PA. Take a look at the complete list of the PA seminars planned, including descriptions of each, and then hurry to make last-minute plans to attend.

Page 2

REPORTER'S NOTEBOOK

Do you know the difference between a cutline and a caption? How about a banner and a headline? Every profession has its lingo. (CAP certainly does!!) Turn to this fast lesson on reporter-speak and learn how to talk the talk. **Page 3**

HQ STRAT COM

Michelle Green spends hours each month compiling and editing the "Coast to Coast" section for *CAP News*. Learn more about Shelly herself, and find out what she most wants PAOs to know.

Page 4

PLUS

- ☒ **Web sites for photographers**
- ☒ **Latest CAP stats**

PresenTense is the official monthly publication for public affairs officers of the Civil Air Patrol, and is produced by Melanie LeMay in the Strategic Communications and Planning Directorate, CAP National Headquarters, Maxwell AFB, Ala. All copy is written by Melanie LeMay unless otherwise noted.

Is there something you'd like us to cover in *PresenTense*? Contact Melanie LeMay at mleamay@capnhq.gov or call her at (334) 953-5320.

The well-scrubbed photo



Photo by Gary Spector

This photo of members of New Jersey Wing members and Region Commander Rick Greenhut was shot by a professional photographer and ran on the lead page of a feature story about CAP in the Spring 2003 issue of *Today's Officer* magazine. Pros, especially those accustomed to shooting military personnel, develop a good eye for uniform infractions. Don't rely on the photographer to catch everything, however, and be especially careful if an amateur is shooting photos that you intend to supply to the media.

Those "dirty" CAP pictures – don't give them to media

Chances are, you've got some "dirty" pictures in your CAP archive.

No, they're not pornography. They're photos that haven't been "scrubbed" in the military sense.

Whenever you provide a photo of a CAP member in uniform to

the media, you must make sure the uniform meets regulations as outlined in the CAP uniform manual, CAP Manual 39-1. Here at headquarters, we send photos to experts on staff like Susie Parker in Membership Services

See **Scrubbing**, page 4

PresenTense wins publication award

Of course, PAOs already thought *PresenTense* was a winner, but now Communications Concepts, Inc. of Springfield, Va., has thrown a vote our way as well. *PresenTense* was one of three CAP National Headquarters Strategic Communications publications that last week received a 2003 Apex Award for Publication Excellence. Other winners



Fill in your training gaps

Got some gaps in your PA training? The PA seminars at this year's National Board and Annual Conference in Las Vegas offer a smorgasbord of skill-building opportunities. Among the presenters will be Mike Odle, this year's national PAO of the year, Marc Huchette, the new multimedia chief from national headquarters, Jim Tynan, editor-in-chief of *Civil Air Patrol News*, and Melanie LeMay, who designs and edits *Presentense* and serves as the public relations specialist for national headquarters. See descriptions below.

The Write Stuff: Creating a reader-friendly newsletter

Get the news out to your unit with a reader-friendly newsletter, either in print or online. Find out what's newsworthy and what's not. Learn how to write copy your audience will read from start to finish.

Finally, get tips on choosing photos and designing your publication's special "look" with commercial computer programs. You'll leave with a booklet of newsletter tips, samples of good and bad newsletters, and a CD with templates you can use to update your newsletter design.

Presenter: Melanie LeMay

Your five minutes of fame

Preparing yourself for engaging the media can sometimes be a daunting task. This seminar will go over the "ins" and "outs" of dealing with the media as well as the typical methods they use to acquire their stories. We'll discuss camera equipment and tips and tricks the media use.

This seminar will also include a hands-on session incorporating real-life interview scenarios with actual media from the local area.

This seminar is a must for PAOs and wing commanders. You'll acquire the necessary tools to deal with the media and prepare yourself for many real-world situations where the media will be involved.

You'll leave this seminar with a media handbook as well as multimedia materials you can use at your unit. This seminar includes two 90-minute sessions.

Part 1:

Preparing yourself for the press pool

This first section will familiarize you with camera equipment, tips and tricks the media use, dealing with the media, and do's and don'ts for dealing with media. We will also discuss some of the ways the media acquires their stories and some of the high-tech equipment used for instant news stories.

Part 2: How to shine in media interviews

This section will cover the different types of interviews and ways you can prepare for them. We will also incorporate a hands-on exercise in which we'll present different scenarios and allow you to actually go through a mock press conference or interview with real local reporters.

Presenter: Marc Huchette

The start of a beautiful relationship

Part 1:

Building your own PA program

Learn the secrets of a great PA program from the 2002 PAO of the Year! Find out how to build an effective PA team, formulate a budget, and find resources when

you don't have any cash.

Get tips on putting together a continuity book that will keep your unit's PA efforts on track. Finally, find out how to build and maintain a great working relationship with your local media.

Part 2:

PA bells and whistles: Hands-on exercises for handling the media

Come to this brainstorming session to learn how to work with the media to get the best possible coverage. Learn new techniques in this roll-up-your-sleeves, interactive work session on writing news releases, managing bad news and getting the most out of your unit's Web site.

Presenter: 2nd Lt. Mike Odle, CAP

Writing for Civil Air Patrol News: Your guide to getting published

This two-part seminar will cover the basics of writing a news story, especially one tailored for publication in the *Civil Air Patrol News*, and the keys to getting published in the *Civil Air Patrol News* and in other newspapers.

Part 1: Topics will include the following: Writing the lead and bridge, the inverted pyramid, how to use quotes, Associated Press style and copyright issues.

Part 2: Topics will include photography requirements, submissions via e-mail, deadlines and story selection.

Presenter: Jim Tynan



Web sites

Yellowstone National Park offers a great short course on composing your photographs. Understandably, the park's site is geared somewhat toward nature photography, but that can be especially helpful if you're interested in shooting a SAR mission or cadet encampment.

<http://www.yellowstonenationalpark.com/photocomposition.html>

Want to learn how to shoot through a frame, control depth of field and choose a good high-end camera? This Web site has short, easy-to-follow mini-courses on a wide variety of photography subjects. Check it out at

<http://www.fodors.com/focus/focselect.cfm?catid=9>

LATEST CAP STATS

CAP Membership as of June 30, 2003

Cadets	27,307
Seniors	37,317
TOTAL	64,264

Need the latest CAP fact sheet?

Go online at www.capnhq.gov and click on News and Issues, Inside CAP, and then Tools for PAOs.

Reporter's notebook

Journalism terms - Learn to talk the talk!

5 W's - The six questions that should be answered in every news article. Who? What? Where? When? Why? and How?

Angle - A particular point of view or way of looking at a subject.

Banner - A headline that extends all the way across the page.

Beat - A specific territory a reporter covers on a regular basis.

Bleed - A photo or illustration that extends beyond the usual margins, generally to the edge of the page. Often used in two-page ads and/or full page ads.

Byline - Credit line at the beginning of an article to show who is the author of the article.

Caption - Description or comment that goes with an illustration, graphic and/or photo. Also called a cutline.

Copy editor - Person who corrects or improves articles before they are printed.

Cropping - Process of marking or cutting a photo to eliminate parts of it. A photo of a person standing in front of a building can be "cropped" to just the person's face.

Cutline - See caption.

Display type - Any type larger than body type -- used mostly for headlines and ads.

Dummy - Diagram of a particular page layout and/or advertisement or of general appearance for a publication.

Editorial - An article written which gives the author's opinion. It can use facts to support the opinion. Also used to refer to the writing/editing side of the media operation as opposed to the advertising/circulation side.

Editorializing - The inappropriate use of an author's opinion or unattributed opinion in a news article.

Evergreen Stories - Articles that are not timely. They can be held back when space is limited and used later to fill holes.

Feature - A story which appeals to an audience because of the human interest of its contents rather than the importance of its contents.

Not your average English teacher

Shelly Green takes a benevolent red pencil to "Coast to Coast"

When you pick up this month's issue of *Civil Air Patrol News*, you'll be holding the fruits of Shelly Green's labor. The large "Coast to Coast" section is her responsibility, and it's one the former English teacher takes seriously.

"Coast to Coast is important because it contains so much news about our members," she said. "The section helps readers understand how multi-faceted CAP really is."

Green works part-time at national headquarters, and devotes most of her hours to editing, revising and fact-checking Coast to Coast. Her advice for would-be contributors to *CAP News*? "Don't be shy! Let us know what you're doing and take

lots of photos. Familiarize yourself with the *CAP News* submission guidelines [find these guidelines at www.capnhq.gov by clicking on the *CAP News* button] and follow the guidelines when you send articles and photos.

"Look through your wing's section in Coast to Coast. If there are only a few articles there, or one squadron seems to predominate, then step up to the plate and send us the good news about what your unit is doing. Take a notepad and a camera with you when you go to squadron meetings and events, and remember to write down the names of everyone involved. It's the *people* who make Coast to Coast so important."

Green holds an undergrad degree in anthropology/archaeology, and remains avidly interested in other cultures. She earned a master's degree in English and taught on the college level for two years. "I'm glad to be able to put those English skills to work without lugging home a briefcase full of papers to grade every night," she said.

Nevertheless, Green is happiest when she's immersed in the written word, whether it's a Bible study, a science fiction series like *Dune* or a work of classical literature. "I'm even trying my hand at writing a novel of my own," she said, "so believe me, I empathize with every PAO who ever had to face a blank page."



Photo by Jeff Green

Snowboardphobic – The photo above may be the only known picture of Shelly Green on a snowboarding expedition. After this picture was taken several years ago at Sugar Mountain, N.C., Green said she discovered muscles she didn't even know she had, and swore off the sport for good.

NEXT MONTH
Peggy Greenlee, longtime graphic designer for CAP headquarters, has moved to Strategic Communications. Whether it's 100 signs for an annual conference, design and layout for an AE text or a commemorative lithograph, the buck stops with Peggy.

Apex, continued from page 1

were the 2002 *CAP Annual Report to Congress* and *CAP News*.

Apex Awards recognize communications professionals for excellence in graphic design, editorial content and the ability to achieve overall

communications excellence.

PresentTense was a winner in the "One to Two-Person-Produced Newsletters" category.

2003 marked the 15th year that Communications Concepts has

presented this award and the first time CAP National Headquarters has entered the competition.

You can read more about Communications Concepts and the Apex Awards at www.ApexAwards.com.

Scrubbed, continued from page 1

and Rob Smith in Cadet Programs.

"We look for many things," Parker said, "especially correct grooming standards, proper placement of badges and devices, authorized uniforms and accessories (T-shirts, outer garments, etc.), proper wear of ribbons, and so forth. It's important to remember that every time you put on a CAP uniform, you're representing CAP to the public. The public needs to see that we respect and follow regulations."

"If we pay attention to the little details, in every part of our work in CAP, we have higher confidence that we'll accomplish all aspects of our missions with no errors," Smith

said.

In other words, sloppiness in little things eventually shows up in the big things.

Three problems show up frequently in CAP member photos. One is weight infraction. CAPM 39-1 includes a standardized height-weight table for men and women, and its upper limits are more forgiving than those for active-duty Air Force.

Still, if a member's weight exceeds even the CAP standards, he or she cannot be photographed in the service uniform.

A second problem is more easily remedied. According to CAPM 39-1,

"uniforms will be kept zippered, snapped or buttoned ..." Be sure your subjects have buttoned their jackets before you commit them to film.

Third, be sure your subject is wearing a uniform appropriate for the occasion you're photographing.

If you're unclear about any of these regulations, print a copy of CAPM 39-1 from the headquarters Web site. On the home page, click on the "Publications" button and then scroll down until you find CAPM 39-1 in PDF format. You can print the entire 96-page booklet, which contains clear explanations about every conceivable uniform scenario.